

UNITED STATES DEPARTMENT OF AGRICULTURE

FARM SECURITY ADMINISTRATION

WASHINGTON

OFFICE OF THE ADMINISTRATOR

To: All State Directors

From: Stephen C. Hughes, Assistant Administrator

Subject: Achievement Days at Colleges of Agriculture
for Paid-Up Farm Ownership Borrowers

I suggest that you read carefully the attached report of the Second Annual Achievement Day for Farm Ownership Families held on the Iowa State College campus July 1, 1948. The report was prepared by Paul V. Maris who attended the event and felt that other State Directors and their staffs would be interested in the general idea and the manner in which it was carried out.

Tom Schmidt and Jim Dance of Wisconsin, Milo Flaten of Minnesota, Jens Ingwersen and Arthur Stanley of Missouri, Ralph Phillippe of Indiana, and Lawrence Young of Ohio, were all present at Ames as observers from nearby States.

On July 28, Ohio held a Farm Ownership Borrowers' Achievement Day at Columbus, patterned in general after the Iowa event. It was attended by more than four hundred persons, some three-fourths of whom had never before been on the campus of their State College of Agriculture. Mr. Lasseter was present and felt that the Columbus meeting was very much worthwhile from the standpoint of the FO borrowers, relationships with the College of Agriculture and with the general public. The Ohio State College officials urged that the Achievement Day be made an annual event in that State.

This is not a request that you follow the examples set by Iowa and Ohio. It is, however, a suggestion that you think the matter over and that you talk over with your associates the possibilities of inaugurating something of similar nature in your State. Members of the Farm Ownership staff and the Field Representatives of the Administrator's staff will be glad to discuss this with you further in case you are interested.

Stephen C. Hughes



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UNITED STATES DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

July 1, 1935

OFFICE OF THE SECRETARY

To: All State Directors
 From: Stephen C. Hughes, Assistant Administrator
 Subject: Achievement Days at Colleges of Agriculture
 For Fair-Up Farm Ownership Program

I suggest that you read carefully the attached report of the Second Annual Achievement Day for Farm Ownership Program held on the Iowa State College campus July 1, 1935. The report was prepared by Paul V. Morris who attended the event and felt that other State Directors and their staffs would be interested in the general idea and the manner in which it was carried out.

Tom Schmidt and Jim Dancy of Wisconsin, Miss Fiske of Minnesota, John Ingerson and Arthur Schreyer of Missouri, Ralph Phillips of Indiana, and Lawrence Young of Ohio, were all present at this an observance from nearby States.

On July 28, Ohio held a Fair Ownership Achievement Day at Columbus, preceded by general after the Iowa event. It was attended by more than four hundred persons, some three-fourths of whom had never before been on the campus of Ohio State College of Agriculture. Mr. Lancaster was present and felt that the meeting was very much worthwhile from the standpoint of the 70 colleges, relationship with the College of Agriculture and the general public. The Ohio State College officials urged that the Achievement Day be made an annual event in that State.

This is not a request that you follow the program set by Iowa and Ohio. It is, however, a suggestion that you think the matter over and that you talk over the year association the possibilities of inaugurating something of similar nature in your State. Members of the Fair Ownership staff and the Field Representatives of the Administration staff will be glad to discuss this with you further in case you are interested.

Stephen C. Hughes

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REPORT ON SECOND ANNUAL ACHIEVEMENT DAY, AMES, IOWA

I REASONS FOR REPORT:

1. One of the outstanding Public Relations events in the history of FHA -- and one of the greatest morale builders and educational features for FO Borrowers, Supervisors and State and County Committeemen past and present.
2. Promises to become institutionalized as an annual event in Iowa.
3. Ohio will stage first Achievement Day July 28.
4. Indiana, Missouri, and Wisconsin all studying event with view to determining possibility of using it in some manner.
5. Holds possibilities for any state with relatively small area and large case load like most Southern States. Might be worked with or without modifications in larger states.

II ORIGINATORS OF IDEA:

State Director, B. W. Lodwick
Chief of Program Operations, Lafe Young

III BACKGROUND:

1. First Achievement Day held in July 1947.
2. Achievement Awards (Neatly printed 5"/8" Certificate (approx), signed by County Supervisor, State Director and Chief of Program Operations) presented to 200 borrowers, who up to that time had paid for farm out of earnings and were continuing to live on and operate them.

IV EVOLUTION:

1. All FO Borrowers in state invited this year --also all present and past state and county committee members.

V SOME OF THE THINGS DONE BY WAY OF ADVANCE PREPARATIONS:

1. Setting date long in advance.
2. Building up interest among borrowers at annual meetings, by correspondence, etc.
3. Advance planning with college officials relative to arrangements and program.
4. Printing program.
5. Printing Certificates of Achievement
6. Arranging for loud speaking equipment for internal and external use.

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7. Arranging with traffic officers for management of auto caravans.
8. Arrangements with Press for reporting, broadcasting, etc.
9. Contacting program participants.

VI PROGRAM:

1. The General Assembly in College Gym (Seating capacity roughly estimated at 4,000.)
 1. Call to Order -- B. W. Lodwick
 2. Trombone Trio -- (Students directed by head of College Music Department)
 3. Word of Welcome -- (4 or 5 minutes) Dean Kildee substituting for Pres. Chas. E. Friley (Injured in auto wreck)
 4. Farm Ownership in Iowa (1 minute or less) --H. L. Young
 5. Greetings (2 or 3 minutes) --Chris. J. Jensen, Chairman, Iowa State FHA Advisory Committee
 6. Address (15 minutes) --Paul V. Maris, Substituting for Dillard B. Lasseter, Administrator.
 7. Presentation of Meritorious Achievement Awards --Lafe Young, announcing, State Office Secretary pulling from file, B. W. Lodwick presenting. Recipients seated in solid block, came forward in alphabetical order of counties. A smooth, well organized and impressive ceremony.
 8. Responses (About 3 minutes each)

For Women --Mrs. Eugene W. McGuire (Outstanding. Should be widely circulated)

For Men --Maynard T. Menefee (Also good)

2. LUNCHEON

1. One hour allowed. Probably one hour and a half consumed.
2. Borrowers and guests directed to cafeterias and nearby eating houses on or near campus.
3. No complimentary luncheon. A fact which simplifies arrangements and avoids costs that would be difficult to meet even once to say nothing of future years.

3. PHOTOGRAPHS (1 half hour all told)

1. Whole group assembled in amphitheater on football field to have pictures taken and to receive directions over portable loud speaker.

VII PARAPHANALIA:

1. The portable loud speaker is a practical necessity for managing an out door crowd of this magnitude.
2. Experienced traffic officers beg help.

VIII MANAGING AND MOVING THE CROWD:

1. Magnificently done. Clicked like clock work.
2. Women and children (about 200) conducted across campus to assembly room of Home Economics Building, where they remained seated for first half of their program. They were then divided into groups and personally conducted through Home Economics Department to flower gardens, etc.
3. Men assembled in automobiles (probably 200 or more). Broken into three groups by traffic cops. One group proceeded to grass and legume plots on Experiment Station. This group left cars, assembled and was again broken into three groups. Each group went to three locations where an experiment station employee was waiting to explain the experiments and tell his story. Thus each of the three sub groups got the story told by each of the three experiment station men.

Second big group of cars proceeded to soil fertility and rotation plots. This group was subdivided into three sub groups and rotated as above.

Third big group proceeded to stock judging pavillion for demonstrations of dairy cow types and discussion of artificial insemination. The three big groups rotated with result that every one saw the grass and legume plots, the rotation and fertility plots and the demonstration in the judging arena.

IX TIMING:

Big program concluded on time as per schedule.

X ACKNOWLEDGMENT:

B. W. Lodwick and Lafe Young are entitled to much credit for originating this idea. They, their staff and college officials and staff are entitled to much credit for way it is carried out.

XI APPRAISAL:

1. Unquestionably an educational event for borrowers --good setting in which to present basic philosophy and broad purposes of program and to emphasize borrower responsibility to public; visit to experiment station farm and lectures by station staff very valuable to borrowers. Visit to School of Home Economics is or can no doubt come to be equally valuable to borrower's wives.

2. A morale building and educational event for county committeemen.
3. State Committee has chance to see results of work and to receive public recognition for their part in advising with respect to general policies.
4. Keeps college aware of FO Program and its significance in state's agriculture.
5. Good opportunity to get program before farm organization lenders, farm editors and general public.

XIII OUTLOOK:

1. Event ought to gain momentum. When farm real estate prices level off we ought to make at least 200 or 300 new FO loans in Iowa every year. Many borrowers will come back year after year but crowd will be big enough if they come only every second or third year.
2. The college can diversify its program. This year they did not see the veterinary department, the farm machinery department, the poultry department. Maybe different subjects could be stressed in different years. Ditto Home Economics.

XIII SUGGESTIONS:

1. News reel people might be induced to take a few of the scenes to put in their news reel features.